

LONG BEACH

INNOVATION TEAM

SUSTAINABLE SOLUTIONS FOR
LONG BEACH





What is innovation?

Natural

It happens on its own for better or worse; we adjust and find new ways to do things as we change or the environment changes around us.

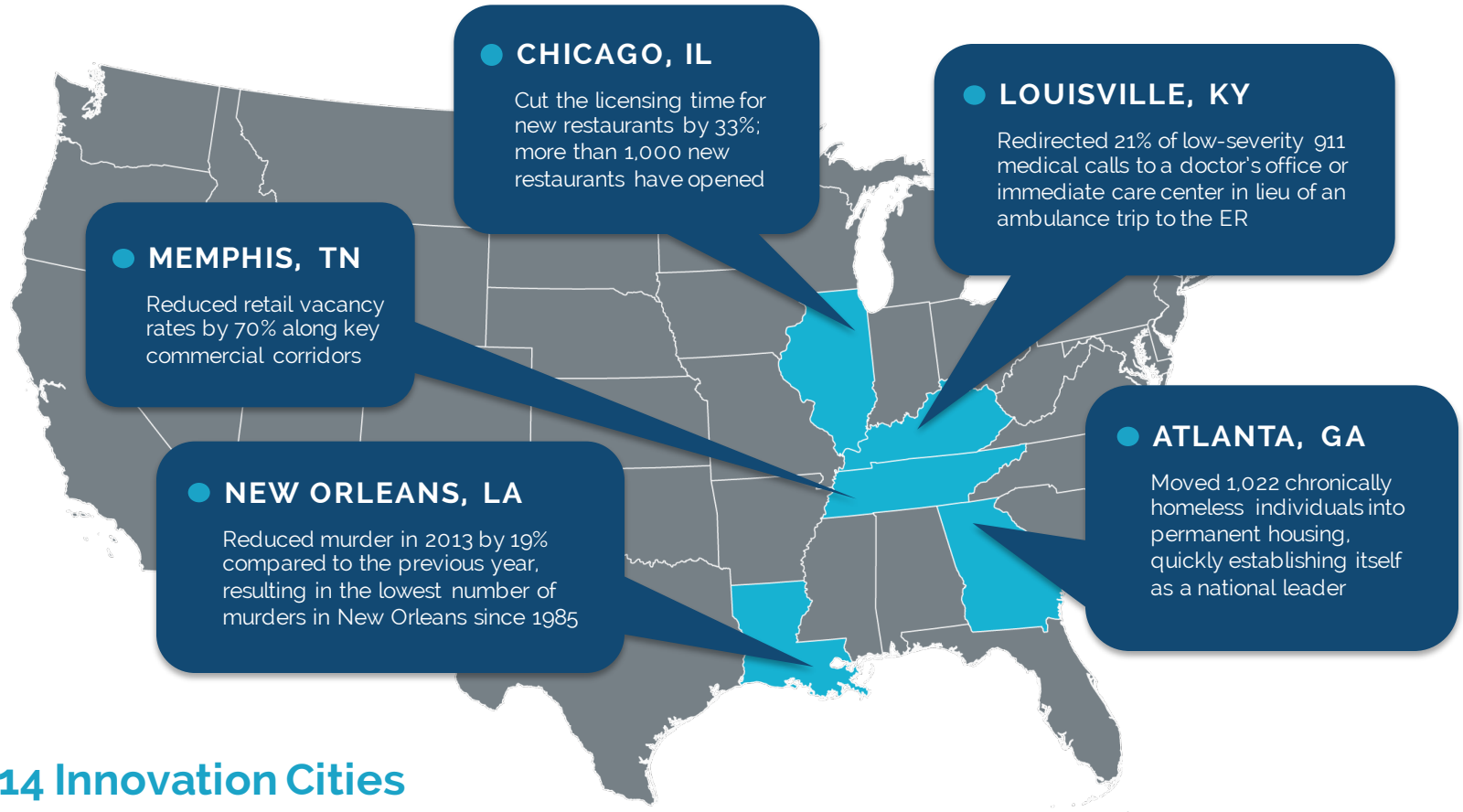
Normal

It is generally a good thing, and leads us to a better place than we are; but there can be periods of discomfort.

Necessary

For survival; people and institutions must innovate and evolve to address the emerging opportunities, competition, and demands of the environment.

Effective in Other Cities



1 of 14 Innovation Cities

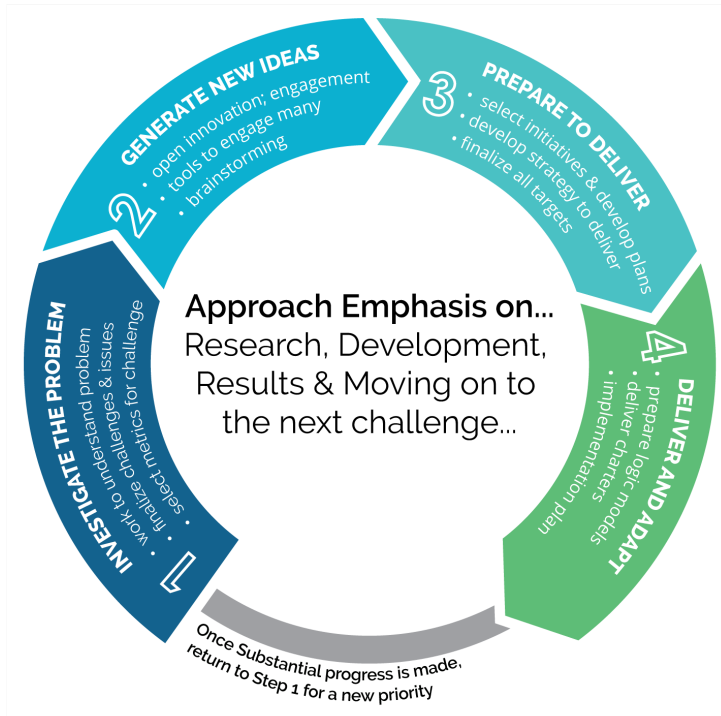
Long Beach has been competitively selected to join **Bloomberg Philanthropies'** Innovation Teams program.

A **dedicated innovation team (i-team)** will collaboratively develop solutions to priority issues.

Albuquerque, NM
Boston, MA
Centennial, CO
Jersey City, NJ
Jerusalem
Long Beach, CA
Los Angeles, CA

Minneapolis, MN
Mobile, AL
Peoria, IL
Rochester, NY
Seattle, WA
Syracuse, NY
Tel Aviv

Innovation Delivery Process & Supports



Grant of \$1 million per year; up to \$3 million total



Training

Instruction on the successful open innovation techniques.



1:1 Coaching

Technical assistance and connections to experts.



Practitioner Community

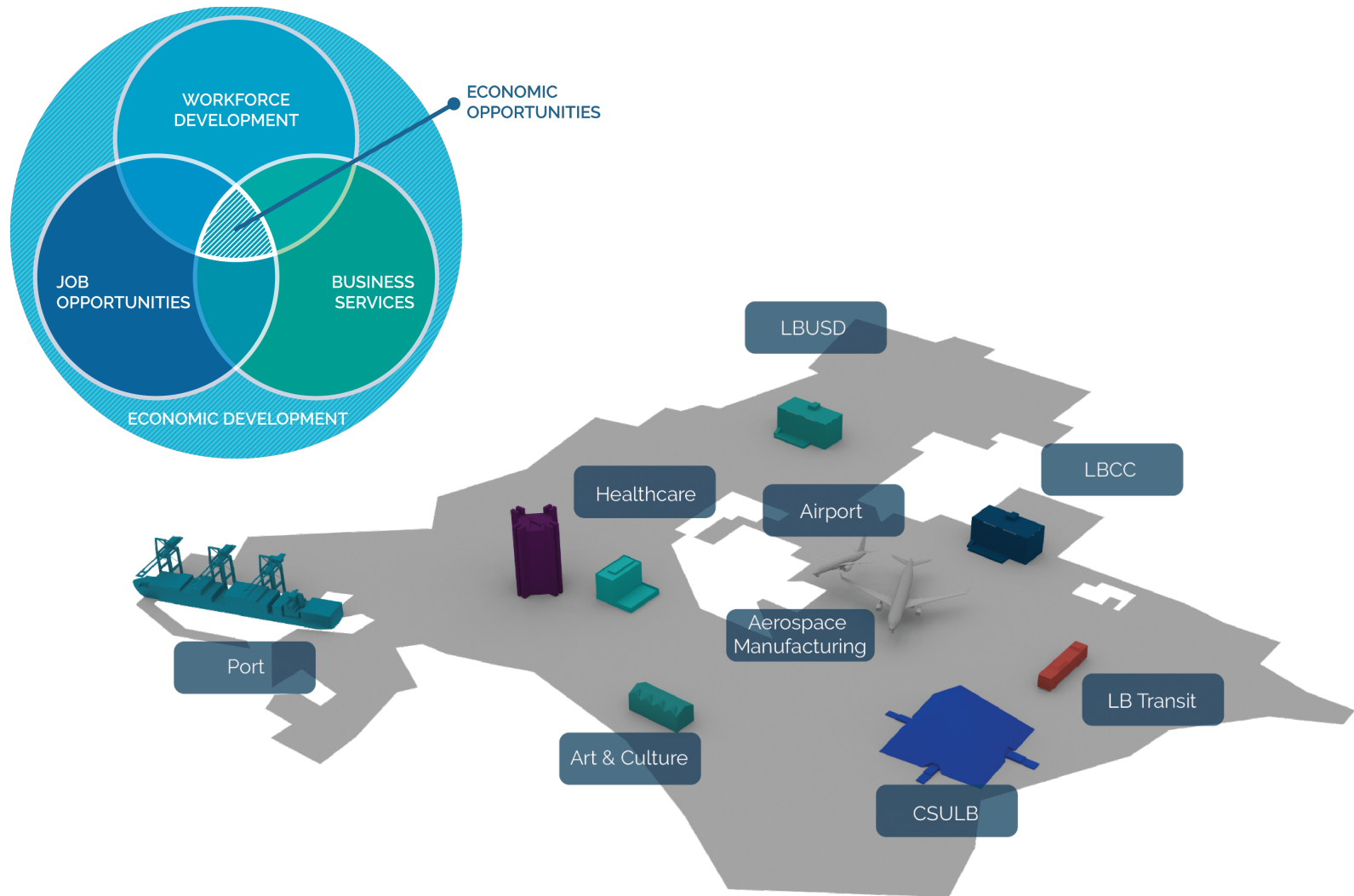
Connections to peers and resources in other cities.



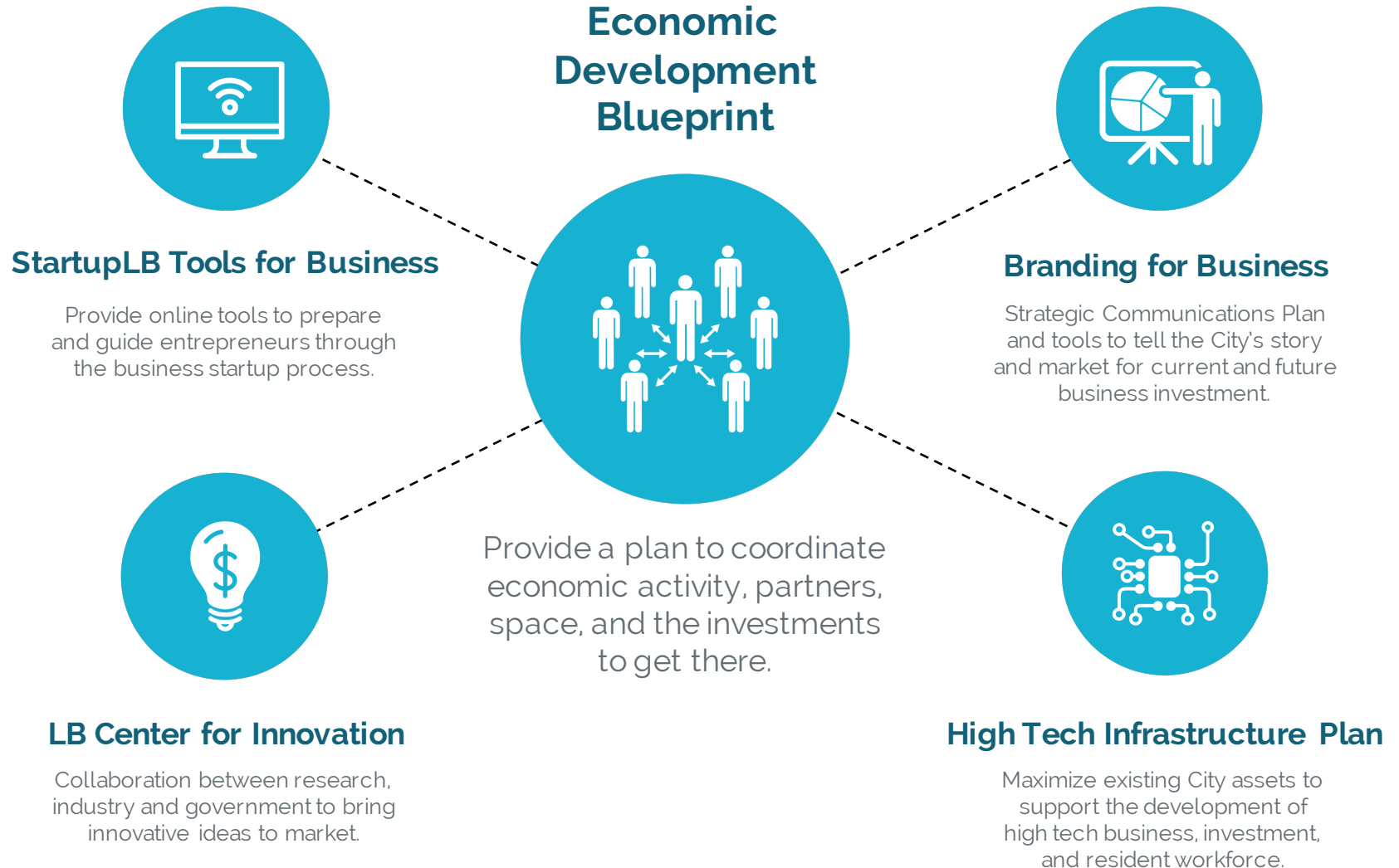
Playbook and Tools

Step-by-step guide with tools and templates.

Initial priority is Economic Development



Initiatives



Next Steps

PLANNING

INVESTIGATE THE PROBLEM

IDEA GENERATION

RESULTS

ACTIVITIES

- Literature Review
- Brief Executive Owners
- Connect With Stakeholders
- Secure Executive Owners Support
- Embed Owners On Research Team
- Analysis Of Existing Data
- Survey Of Needs

- Brain Dump
- Personas
- Storytelling
- Journey Map
- Solutions Validation
- Summary Of Findings
- Flow Charts
- Juicy Quotes
- Upvoting
- Naming

- Access To Services
- New Businesses
- Online Tools
- Training Programs
- Business Development
- New Jobs

RESOURCES

- Long Beach Job Data
- New Geography Of Jobs
- Ymca Youth Institute
- Rethinking Long Beach
- Long Beach Unified School District
- American Community Survey
- Business Improvement District
- Los Angeles Economic Development Corporation
- Long Beach City College
- Cal State Long Beach
- Pacific Gateway



Our i-team will NOT

- **Replace** existing units or departments
- Swoop in and **take over**
- **Implement** the co-created initiatives
- **Steal credit** for successes
- **Stick to the same** priority area after targets are achieved

i-team Members



John Keisler
Innovation Director



Ryan Murray
Mayor's Innovation Deputy



Alma Castro
Innovation Fellow



Eric Romero
Innovation Fellow



Heidi Wiersma
Innovation Fellow



Alex Chavez
Software Developer



Harrison Huynh
Designer



Holly Okonkwo PhD
Anthropologist



Karen Davison
Designmatters Fellow

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